

Message Text

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TO AMEMBASSY ALGIERS

INFO AMEMBASSY PARIS

AMEMBASSY RABAT

AMEMBASSY TUNIS

AMCONSUL MILAN

UNCLAS STATE 226661

PARIS AND MILAN FOR TRADE CENTERS

E.O. 11652: N/A

TAGS: BEXP, AG

SUBJECT: TECHNICAL SALES SEMINARS (TSS) FOR ALGERIA

REF: ALGIERS 1556 (NOTAL)

1. DEPARTMENT FINDS MERIT IN EMBASSY'S SUGGESTION FOR
TRADE PROMOTION EVENTS IN ALGERIA. WITH REGARD TO FIRST
EVENT - "INDUSTRIAL TRAINING AIDS AND AUDIO VISUAL EQUIP-
MENT" - EMBASSY MAY NOT BE AWARE THAT THIS IS TANDEM
EXHIBIT SCHEDULED TO TAKE PLACE IN BOTH PARIS AND MILAN
TRADE CENTERS (JUNE 6-9 AND 14-17 RESPECTIVELY). REPRE-
SENTATIVES OF U.S. FIRMS MAY BE RELUCTANT TO ADD EVENT IN
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ALGIERS TO ALREADY TAXING SCHEDULE. HOWEVER, IF EMBASSY

CAN IDENTIFY SIX OR SEVEN DISTINCT THEMES FOR PRESENTATION AT SEMINAR, DEPARTMENT WOULD BE WILLING TO GIVE FURTHER CONSIDERATION TO EMBASSY'S PROPOSAL AND THEREFORE WOULD APPRECIATE EARLIEST POSSIBLE RECEIPT OF MARKET DATA OFFERED

IN REFTTEL, AS PLANS PACKAGE FOR THIS PROMOTION MUST BE READY BY MID-NOVEMBER.

2. ALTHOUGH PARIS TRADE CENTER IS PRESENTLY SCHEDULING AN ELECTRONIC BANKING SYSTEMS EXHIBITION FOR DECEMBER 6-9, 1977 THIS EXHIBITION IS A COMBINATION JEEP (6 TO 8 NEW-TO-MARKET

FIRMS RECRUITED IN U.S.) AND BETWEEN SHOW PROMOTION (TEN OR MORE FIRMS RECRUITED LOCALLY BY STAFF OF USTC PARIS). IN VIEW OF THEME AND LIMITED SUPPLIER UNIVERSE, IT APPEARS UNLIKELY THAT A SEMINAR CONSISTING OF 6 TO 7 DISTINCT PAPERS COULD BE COMPOSED FROM AMONG EXHIBITORS. AS AN ALTERNATIVE, WOULD APPRECIATE EMBASSY'S COMMENTS AS TO WHETHER IT WOULD BE POSSIBLE TO ARRANGE GROUP TRAVEL TO USTC PARIS FOR SELECT GROUP OF ALGERIAN BANKING SPECIALISTS.

3. WITH REGARD TO TYPE OF MARKET INFORMATION DESIRED, DEPARTMENT RECOMMENDS THAT EMBASSY FOCUS ON FOLLOWING THEMES: A) BRIEF ECONOMIC BACKGROUND, WITH EMPHASIS ON AREAS TO BE COVERED BY SEMINARS; B) SALEABILITY IN MARKET BY MARKET CATEGORIES; C) TRADE FIGURES (EXPORTS/ IMPORTS/PRODUCTION/CONSUMPTION) IF AVAILABLE, INCLUDING U.S. COMPETITIVE POSITION; D) IMPORT DUTIES, TRADE AND/OR CURRENCY RESTRICTIONS, PRICING, AND MAJOR FOREIGN COMPETITION; E) MAJOR PROJECTS OR COUNTRY DEVELOPMENT PLANS DIRECTLY RELATED TO SEMINARS' PRODUCTS, D) POTENTIAL CUSTOMERS BY NUMBER AND CATEGORY, E) ANY OTHER LOCAL EVENTS POSING POTENTIAL CONFLICT. ROBINSON

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